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EZPrints Offers Online Photo Developing Service for Web-Based Digital Photo Albums; Innovative Service Provides Quick-and-easy Way to Order Photo Quality Prints

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ATLANTA--(BUSINESS WIRE)--Dec. 7, 1999--

EZAlbumPrints(TM) is first business-to-business print service to integrate seamlessly with online photo albums

As digital camera sales continue to soar, e-photos are changing the way family and friends share pictures - leading to the emergence of online photo album sites. EZPrints(TM), the leading Internet-based photo finishing service for digital images, is making it easy for consumers and businesses to order photo quality prints from online photo album or photo storage sites. EZPrints today announced the availability of its EZAlbumPrints(TM) service, the first service that integrates photo finishing seamlessly with online photo albums.

After a simple software installation is performed on the host site, the EZAlbumPrints service provides users with a point-and-click method for selecting online images in 4x6, 5x7 or 8x10 prints. Photo gifts items, such as mugs and mouse pads, also can be ordered. Once the order is complete, the digital images are sent directly to EZPrints' professional photo finishing labs for developing and delivery of prints that meet the quality standards traditionally provided by 35mm photo finishing services - without the time-consuming downloading of image files.

As a simple, cost-effective solution, the EZAlbumPrints service extends online photo album sites' offerings - giving them a competitive edge to become a one-stop-shop for storing and printing photos and saving them numerous dollars in investments in photo finishing labs.

"We are delighted to reinforce the EZPrints leadership position in the Internet photo finishing market. The EZAlbumPrints service represents an expansion of our services into the business to business sector," Bob Miller, president & CEO of EZPrints, said. "In keeping with our strategy to improve the digital photography experience, this service will enable Internet photo album providers to immediately offer their customers high-quality photos for a very reasonable price. The EZAlbumPrints service can instantly extend the business model of online photo albums and photo collection sites into new services to attract more customers and enhance their revenue streams," Miller added.

The EZAlbumPrints service is a logical extension to EZPrints' existing service of providing professional quality prints for consumers and businesses throughout North America since early 1999. EZPrints uses the same professional quality printing process that photo finishing labs use - resulting in the same high-quality look and feel of 35mm photos.

"EZAlbumPrints service is one that will complement the hundreds of online photo album businesses across the Web. Our service allows them to offer high quality photographic prints for their customers this holiday season, which will be especially important after the New Year, when people will have time to share their photos online," Miller said. "We expect the online photo albums that don't offer printing today to sign up, as well as sites that want to improve their current print capability."

As a partner of EZPrints, all online photo albums registered for the EZAlbumPrints service will receive a share of the revenue based on the volume generated. By design, the EZAlbumPrints architecture provides property protection for sites that sell valuable digital images. The service streamlines seamlessly with other online features such as shopping carts. A one-time set-up fee of \$499 will be waived for all sites that sign up for the EZAlbumPrints service by January 15, 1999. Those interested in partnering with EZPrints should contact the company at 407-931-3110.

About EZPrints

EZPrints is the leading Internet-based photo finishing service for digital images. EZPrints provides a wide range of services including 35mm quality prints on Kodak paper in 4x6, 5x7 and 8x10 sizes, personalized holiday cards and a variety of gift items, including shirts, mouse pads and mugs. All prints are guaranteed to ship in less than 24 hours.

EZPrints developed its EZClient service for business and consumers to easily and rapidly click, send and print digital images residing on PCs and MACs. EZAlbumPrints service integrates seamlessly with online photo sites and provides customers with a quick-and-easy way to order digital quality prints.

EZPrints is well known for high quality, customer service and reasonable prices. EZPrints Web site is www.ezprints.com.

About Safeguard

EZPrints is a Safeguard Scientifics partner company. Safeguard is an Internet-centric holding company that identifies, acquires, operates and manages business-to-business companies engaged in e-commerce, e-communications, and e-business software and services and has interests in several private equity funds.

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